

DATE: *Thursday*

TIME: *3:29*

SPONSOR: THE PLEASANT TIME JEWELRY STORE

SOLICITOR: LM

SPRING HAS COME AND IT'S PROM TIME. TO ADD THAT SPECIAL SOMETHING TO YOUR LAST YEAR'S DRESS OR TO SET OFF YOUR BEAUTIFUL NEW FORMAL YOU'LL WANT RHINESTONES.

THE PLEASANT TIME JEWELRY STORE HAS A SPARKLING ASSORTMENT OF VAN DELL RHINESTONES.---JUST THE KIND YOU'LL WANT TO CATCH THAT MAN'S EYE---THERE ARE MANY STYLES OF NECKLACES WITH LOVELY EARRINGS TO MATCH.

STOP IN AT THE PLEASANT TIME STORE AND YOU'LL FIND A BRILLIANT, LOW-PRICED RHINESTONE SET JUST RIGHT FOR YOUR FORMAL. WHILE THERE, PICK UP A FEW ROLLS OF FILM AT THE NEWLY- OPENED PHOTOGRAPHY DEPARTMENT SO YOU'LL HAVE PLENTY ON HAND TO CAPTURE THAT SPECIAL WEEKEND. AND THE PROMPT PLEASANT TIME DEVELOPING SERVICE CAN HAVE YOUR FILMS DEVELOPED AND READY IN ONLY 24 HOURS.

REMEMBER, FOR A PERFECT PROM ENSEMBLE, WEAR VAN DELL RHINESTONES FROM THE PLEASANT TIME JEWELRY STORE, 243 MAIN STREET.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW *3:30*

ANNOUNCER'S SIGNATURE:

DATE: *4-22-54 Wilen*

DATE: Sunday
TIME: 3:30
TECHNICIAN: THE PLEASANT TIME JEWELRY STORE
SOLICITOR: J. M. KAY

SPRING HAS COME AND IT'S HIGH TIME TO ADD THAT SPECIAL
SOMETHING TO YOUR LAST YEAR'S DRESS OR TO GET OFF YOUR
BEAUTIFUL NEW FORMAL YOU'LL WANT RINGSTONES.

THE PLEASANT TIME JEWELRY STORE HAS A SPARKLING
ASSORTMENT OF VAN DYKE RINGSTONES, JUST THE KIND
YOU'LL WANT TO GO ON THAT MAN'S FINGER--THERE ARE MANY
STYLES OF RINGSTONES WITH LOVELY EARLINGS TO MATCH.

STOP IN AT THE PLEASANT TIME STORE AND YOU'LL FIND
A BRILLIANT, LOW-PRICED RINGSTONE ONE JUST RIGHT FOR
YOUR FORMAL. WHILE THERE PICK UP A FEW DOZENS OF FILMS
AT THE WELL-KNOWN PHOTOGRAPHY DEPARTMENT SO YOU WILL
HAVE PLenty OF HAND TO CAPTURE THAT SPECIAL MOMENT.

AND THE PROMPT PLEASANT TIME DEVELOPING SERVICE CAN
HAVE YOUR FILMS DEVELOPED AND READY IN ONLY 24 HOURS.
REQUEST FOR A REPRINT FROM EMERALD, VAN DYKE

REPRINTS FROM THE PLEASANT TIME JEWELRY STORE,
213 MAIN STREET.

YOU ARE TUNED TO 600, WGSB, THE VOICE OF SMITH COLLEGE,
NORTHAMPTON. THE CORRECT TIME IS NOW 3:30.

ANNOUNCEMENT SIGNATURE
DATE: 4-22-24 WJL